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Upside Foods

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Upside Foods (formerly known as **Memphis Meats**) is a food technology company headquartered in Berkeley, California, aiming to grow sustainable cultured meat.[1] The company was founded in 2015 by Uma Valeti (CEO), Nicholas Genovese (CSO), and Will Clem.[2][3] Valeti was a cardiologist and a professor at the University of Minnesota.[1]

The company plans to produce various meat products using biotechnology to induce stem cells to differentiate into muscle tissue, and to manufacture the meat products in bioreactors.[1]

Upside Foods

Formerly	Memphis Meats
Company type	Privately held company
Industry	Food technology
Founded	2015
Founders	Uma Valeti Nicholas Genovese Will Clem
Headquarters	Berkeley, California, US
Website	upsidefoods.com

History [edit]

In February 2016, Memphis Meats published a video of a cultured meatball and in March 2017, they published a video of cultured chicken and duck dishes.[4][5][6][7] In February 2017, the company indicated its goal was to produce at 60 euros per kilogram and enter the market by 2020.[8]

In August 2017, Memphis Meats announced that it had raised a $17 million Series A funding round. The round was led by DFJ and also included investment from Bill Gates, Richard Branson, Suzy and Jack Welch, Cargill, Kimbal Musk, and Atomico.[9]

Initially, the production cost of the cultured beef was $18,000 per pound ($40,000/kg), and the production cost of the cultured poultry was $9,000 per pound ($20,000/kg).[5][10][11] As of June 2017, the company had reduced the cost of production to below $2,400 per pound ($5,280/kg).[12] The company said that it anticipated cost reductions and commercial release of its products by 2021.[5][7][6]

In May 2021, the company announced that it was changing its name to Upside Foods.[13] In September 2021, co-founder and chief science officer Genovese, as well as process development vice president KC Carswell, left the company.[14][15]

On November 4, 2021, Upside Foods opened its first large-scale production plant, called the "Engineering, Production, and Innovation Center" (EPIC), in Emeryville, California. It covers 16,154 square meters (53,000 square feet), with renewably-powered vats and tubes, in order to produce 22,680 kilograms (50,000 pounds) of cultured meat annually, to be sold commercially.[16][17]

On November 17, 2022, the FDA completed a pre-market consultation process for the company to sell its cultivated chicken to the public.[18] This makes Upside Foods the first company to complete this pre-market consultation.[19] The FDA made it clear in its announcement, however, that this was not considered an approval process.[20]

On April 24, 2023, Upside Foods announced a range of new products made of chicken cells, plant protein, and seasoning ingredients. Additionally, the company developed a cell line that grows in a culture medium without platelet-derived growth factors, costing between $20,000 and $30,000 per gram.[21] In May, the company's COO said that its first commercial plants would likely open later in 2023.[22] In June, the U.S. Department of Agriculture gave Upside Foods regulatory approval for the label on its lab-grown chicken, making it the second company to receive approval in the United States.[23] In September 2023, Upside Foods shared plans to build a facility in Glenview, Illinois.[24] The 187,000 square-foot facility will be used to create nugget-like chicken products, which have yet to receive a green light from regulators.[24][25]

On September 15, 2023, a report by *Wired* magazine revealed major issues with the company's bioreactor technology. According to the report, Upside Foods has been primarily relying on less efficient roller bottles, which require more work for a much smaller output and are incapable of cultivating full cuts of meat.[26] In February 2024, the company announced it would no longer be building its planned Glenview facility and would instead focus on expanding its current facility in California.[27] This was accompanied by a layoff, with another to follow in July.[28] In June 2024, the company organized a public tasting of cultivated meat in Miami, Florida, called the "Freedom of Food".[29] In March 2025, Upside Foods announced another round of layoffs.[30]

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External links [edit]

- Official website

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Non-profits	From Fauna · New Harvest · The Good Food Institute · Shojinmeat Project

Categories: Biotechnology companies of the United States | Cellular agriculture organizations | Food and drink companies of the United States | Meat substitutes

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